

KWIB NEWS

VOLUME 1, ISSUE 4

DECEMBER 2002

State Conference a Success

The Kentucky Workforce Investment Board hosted a conference for all state and local board members November 14 in Louisville.

"All the presentations were excellent," said KWIB member Governor Martha Layne Collins. "But Ed Barlow was the star. He really gave workforce board members a wake-up call. We have a workforce crisis looming if we don't take action soon."

The only complaint most attendees had was that the sessions provided too much information to process in one day.

Keynote speaker Ed Barlow was a big hit with the participants. Barlow's presentations on the global factors that are influencing the American economy now and his ideas about



Ed Barlow, President of
Creating the Future, Inc.

Continued on page 2

New Labor Market Information Now Available

The Cabinet for Workforce Development has posted a Web site at www.kycwd.org/lmisurvey.htm that presents new and previously unavailable labor market indicators for Kentucky that will assist communities in attracting industry and focusing workforce training needs.

Included is data such as:

- Number of underemployed persons, by gender, and type of current employment
- Fringe benefits paid by type and by industry
- Worker shortages and job vacancies by occupation
- Educational credentials required for jobs in high demand.

The data estimates are available by county, Area Development District,

Workforce Investment Area and groups of contiguous counties.

The new labor market information is the result of a collaboration between researchers at the University of Kentucky and the University of Louisville. The researchers produced and conducted a two-pronged survey, with input from economic and workforce development professionals, which examined household and employer data. The survey results were blended with data from the 2000 Census and data the Cabinet for Workforce Development already collects. This blending of data allowed the researchers to expand the labor market information available to communities and individuals. An extensive report on the findings and methodology is also available on the Web site.

INSIDE THIS ISSUE:

Highlights of NGA Workforce Policy Forum 2

More on the State WIB Conference 2

For Your Information—Updates on Ongoing Projects 3

UPCOMING EVENTS

FEBRUARY 13, 2003

9 A.M.- 2 P.M.

QUARTERLY KWIB MEETING

**CAPITAL PLAZA TOWER,
FRANKFORT**

MAY 7 & 8, 2003

QUARTERLY KWIB MEETING

AUGUST 14, 2003

QUARTERLY KWIB MEETING

NOVEMBER 12 & 13

**QUARTERLY KWIB MEETING
ANNUAL CONFERENCE**

www.kentuckywib.org

The resource for workforce board members—state and local—and workforce professionals. Explore links to policy papers, best practices, and workforce organizations. Find basic information about the board and its strategic vision.

Highlights of NGA Workforce Policy Forum

The National Association of State Workforce Board Chairs Winter Meeting and the National Governor's Association Workforce Policy Forum were held in Washington, D.C. from December 8-11.

U.S. Department of Education Deputy Secretary William D. Hansen addressed the chairs at their luncheon, providing an overview of the Education Department's goals and philosophical framework established in the *No Child Left Behind* legislation. According to Hansen, the leadership of the Education Department is working intensely with the White House and the Labor Department to align other investments with *No Child Left Behind*.

"We are looking at programs to assess what's working and whether there are measures of results and achievements." Education is the President's highest domestic priority, stated Hansen, but "there is no golden pot" at the Federal level to relieve states' budgetary pressures.

Assistant secretaries Emily Stover DeRocco (U.S. Department of Labor) and Carol D'Amico (U.S. Department of Education) candidly shared their ideas with the state chairs on a proposed framework for reauthorization of WIA and Carl Perkins legislation. The legislative proposals are on a fast track. The

proposed framework will be integrated into the '04 budget package. In general, they will be pushing for greater state flexibility and a more demand-driven system, but the governors will need to support it once the proposals go to the Hill. For more details of this discussion click on the KWIB web site at www.kentuckywib.org.

Opening the Workforce Policy Forum, NGA chair Governor Paul E. Patton of Kentucky said that, despite severe fiscal shortfalls, states must "continue investing in both our current and future workforce skills—the key to prosperity for everyone, not just a select few."

Sessions began with a discussion of the future direction of workforce trends and policy development and ended, two days later, with a review of the playing field in Congress for the upcoming reauthorizations for WIA, education, and welfare (TANF), as well as common core performance measures.

Discussion leaders made many of their major presentations with the help of slide shows emphasizing the major points at issue. Those slide presentations are available from NGA's Web site at www.nga.org/center/divisions/1,1188,C_ISSUE_BRIEF^D_4793,00.html.

State Conference a Success (Continued from page 1)



Bob Knight,
President of the
National Association
of Workforce Boards

what these factors will mean for the future forced participants to rethink their roles in workforce development. Most board members left the conference convinced that we cannot continue to do business as usual.

Featured speakers John Chamberlin and Bob Knight applied some of Barlow's ideas to the local level. Chamberlin presented ideas for providing better services to business customers of the One-Stop

system. And Knight discussed the role and responsibilities of local workforce investment boards under the Workforce Investment Act.

The state board plans to build on the ideas presented at the conference by facilitating a strategic planning process in each local area, utilizing the expertise of Barlow and Knight. The board will then develop its strategic plan based on the plans from each local area.



John Chamberlin

For Your Information

Annual Report to USDOL

The Cabinet for Workforce Development, Department for Training and ReEmployment and the KWIB submitted the state's annual report on the Workforce Investment Act programs to the U.S. Department of Labor early in December. Performance measures in the report show that Kentucky has met its negotiated performance level for the third year in a row.

Business Service Pilot Project

The Business Outreach pilots are an effort to achieve the "one point of contact" for workforce services that businesses need. This outreach plan focuses on small to medium sized businesses. The three pilot areas—Bluegrass, Lincoln Trail and Cumberlands—have developed locally driven plans that include input from CWD agencies, One-Stops, and KCTCS. Business liaisons will serve as "brokers" of services, ensuring that business customers get the services they need from all workforce agencies.

The pilot areas will also be participating as test areas for a marketing campaign developed by the National Business Engagement Consortium. The consortium is funded by USDOL to find successful strategies for marketing the One-Stop system to businesses. Kentucky is one of seven participating states. The goal for the marketing campaign is significantly increased awareness and use of the One-Stops within the business community within the test areas.

Accessibility Project

The Accessibility Task Group is overseeing a project to make the One-Stops more accessible to persons with disabilities, older workers and limited English-speaking individuals. Accessibility hardware and software has been purchased and installed so that each comprehensive One-Stop now has at least one accessible work station in its resource room.

WIA Awards Luncheon

The annual WIA awards were presented at a recent luncheon in Frankfort. Awards were presented to nine alumni of state employment and training programs. The nine Kentuckians were recognized for overcoming educational, financial and personal obstacles to become successfully employed.

Awards were also presented to three professionals, three employers, five programs and two partners involved in education and training programs funded by WIA.

The Workforce Investment Act (WIA) awards are sponsored by the Cabinet for Workforce Development's Department for Training and ReEmployment and the Kentucky Workforce Investment Board.

One-Stop System Evaluation Project

The Charter Oak Group, selected through a competitive procurement process in Program Year 2001, continues its work to help workforce system stakeholders create a meaningful One-Stop Career System evaluation system. The work in Program Year 2001 led to a decision conference in June 2002 for all interested stakeholders to discuss and prioritize proposed system measures.

The focus in Program Year 2002 (July 1, 2002-June 30, 2003) is to develop strategies for integration of existing data and the collection of new data as needed to generate the information the various stakeholders need. The Employ Kentucky Operating System (EKOS) will be a primary source for the measurement data, along with other existing data from partner systems.

An important component of this data collection will include the installation of a new customer tracking system that will collect demographic and service data on all customers (employers and individuals) that access One-Stop Career Center System services. The Governor's Office of Technology released an RFP for this system in October 2002 and proposals are currently under review.

Initial data is expected to be generated by the end of Program Year 2002, with an electronic interface among the data collection systems in Program Year 2003.

Youth Summit

Approximately 215 people participated in the 2002 Workforce Investment Act (WIA) Youth Summit hosted by the Department for Training and ReEmployment. The summit was held at the Georgetown College Conference and Training

(Continued on page 4)



Kentucky Workforce
Investment Board
500 Mero Street
226 Capital Plaza Tower
Frankfort, KY 40601

Phone: 502-564-6606

Fax: 502-564-7967

Editor: Cassandra Bagley

Email: cassandra.bagley@mail.state.ky.us



The Kentucky Workforce Investment Board is administratively attached to the Kentucky Cabinet for Workforce Development. The Cabinet for Workforce Development, which promulgates policy and manages agencies within the cabinet, does not discriminate on the basis of race, color, national origin, sex, disability, age, religion or marital status in training, activities or employment practices in accordance with Title VI of the Civil Rights Act of 1964, Title IX of the Education Amendments of 1972, Section 504 of the Rehabilitation Act of 1973, Title VII of the Civil Rights Act of 1964, and the Americans with Disabilities Act of 1990.

Recommended Reading

The National Association of State Workforce Board Chairs released a white paper in May 2002—*The Competitive Challenge: Building a World Class Workforce*—that outlines the major workforce challenges we face as a nation and makes recommendations regarding addressing those challenges. The full report is available through the board's web site at www.kentuckywib.org, or by requesting a printed copy from Vicky Nicholas in the Office of Workforce Partnerships, Cabinet for Workforce Development, at (502) 564-6606.

Visit our Web site at www.kentuckywib.org

For Your Information *(Continued from page 4)*

Center on November 6 and 7, 2002.

The summit attracted youth service providers, youth, local WIA board members, and state and local area staff. Designed to provide an array of topics and speakers regarding the latest youth issues, the summit was an excellent forum for sharing successes and best practices of youth programs statewide.

One-Stop Recognition

EKCEP's Pike County JobSight has been honored by USDOL as one of six model one-stop centers in the eight-state southeast region. DOL sent a crew to Pikeville in May to film JobSight operations and interview management and staff, program participants and employers who have used JobSight services. The resulting profile of the center and its services became part of "One-Stop South," a

40-minute video featuring the six exemplary One-Stop centers in the southeast.

In addition, the Jobsight system was one of only 13 local areas chosen to participate in a U.S. General Accounting Office survey of WIA promising practices.

West Kentucky Receives National Emergency Grant

The West Kentucky Workforce Investment Board has been awarded a \$3.49 million grant to serve workers who lost their jobs or will lose their jobs due to the closing of Mattel, Inc. in Murray.

The National Emergency Grant from the U.S. Department of Labor will help the local area provide a wide array of services to approximately 680 workers who will need assistance finding employment.